

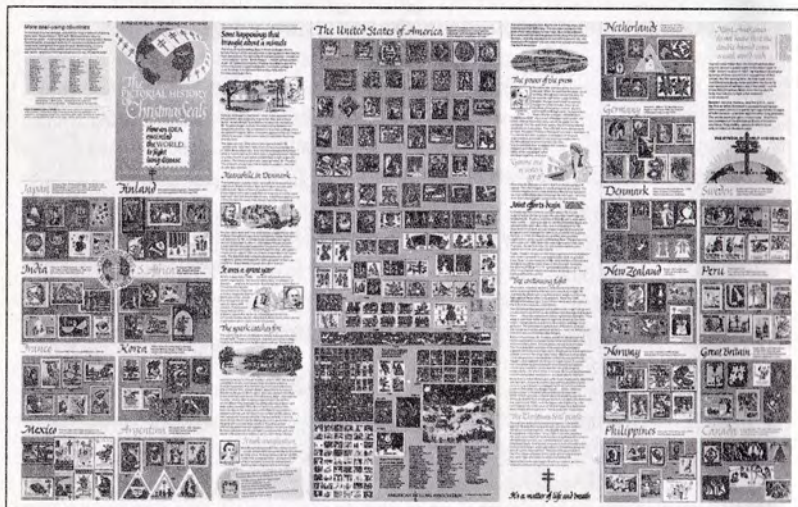
## More Seal-using countries

To the best of our knowledge, and with the help of Greene's Catalog, there were 76 countries in 1976 with Lung Associations issuing *Christmas Seals*—most using the double-barred cross symbol. Space has limited the showing of seals to 19 countries and there are 57 listed here, noting their first year of issue. Additionally, in many countries there are cities, states, or territories issuing their own Seals—dozens of them we are pleased to say. *It's world-wide!*

|                  |                    |                     |                 |
|------------------|--------------------|---------------------|-----------------|
| Algeria '32      | Costa Rica '52     | Jamaica '63         | Rhodesia '55    |
| Australia '43    | Cuba '28           | Malagasy '62        | Romania '12     |
| Austria '27      | Cyprus '71         | (or Madagascar)     | Sabah '60       |
| Bangladesh '74   | Czechoslovakia '26 | Malawi '68          | (was N. Borneo) |
| Bechuanaland '61 | Ecuador '37        | (was Nyasaland)     | Salvador '39    |
| Belgium '32      | Egypt '45          | Malaya (before '61) | Singapore '48   |
| Bermuda '46      | Greenland '25      | Malaysia '64        | Surinam '47     |
| Brazil '38       | Guatemala '49      | Mali '62            | Switzerland '12 |
| Canal Zone '60   | Hungary '10        | Monaco '56          | Syria '24       |
| Ceylon '48       | Iceland '04        | Morocco '30         | Thailand '58    |
| (or Sri Lanka)   | Indonesia '54      | Niger '67           | Togo '70        |
| Chile '28        | Iran '66           | Pakistan '49        | Turkey '40      |
| China '38        | Iraq '68           | Poland '26          | Upper Volta '70 |
| Columbia '33     | Ireland '09        | Portugal '29        | Venezuela '44   |
| Congo '67        | Italy '31          | Puerto Rico '56     | Yugoslavia '29  |

Created and produced by One-Leaf-Books, Inc., Chicago 60601  
Designed by E. Willis Jones—all seals from his collection  
Drawings by George McVicker Calligraphy by G. Harvey Petty

**HOW TO MAKE A WALL-PIECE:** With two copies, place the USA side of the sheet in center, cut the other copy in half vertically, then horizontally in six segments—arranging as shown here (mounting with rubber-cement) on a sheet of white board 36" wide by 23" high—which gives a half-inch border.



8068



A ONE-LEAF-BOOK—reproducing over 240 SEALS



# The PICTORIAL HISTORY OF Christmas Seals

How an IDEA  
encircled  
the **WORLD...**  
to fight  
lung disease

AMERICAN  LUNG ASSOCIATION

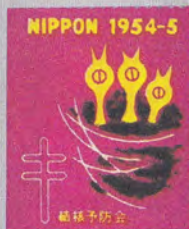


# Japan

First year 1924. TB Prevention Assn. The White Cross Society began issuing seals in 1927—and both continue. Difficult to distinguish unless one reads Japanese but they are consistently handsome.



1938



1975



# Finland

Among the earliest issuances—beginning in 1910—but none issued from 1913 through 1925.



1911 1912



1965



# India

These are of the TB Association, its first year being 1941. The Indian Government began 1946—also using the double—barred cross. Both continue.



1951



1975

# S. Africa

First issue 1929. Usually two—English and Boer-Dutch spellings. 20 per sheet.





# Netherlands

First issued in '33, then 47.  
For '49 and '50—huge, 2" by 3".  
All since very handsome.



# Germany

Early first—1906 (to '13). West Germany began in 1952. Since 1960, four different of floral picturings (except 1970).

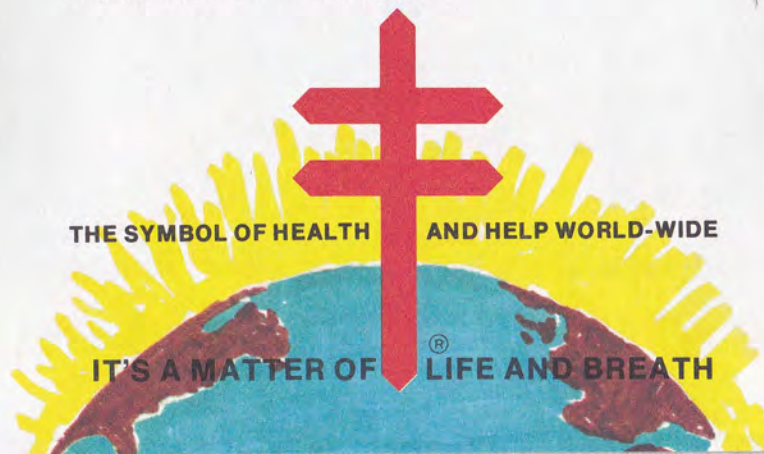


Most Americans  
do not know that the  
double-barred cross  
is used world-wide

THE SEALS are in chronological order. Where the earliest shown is first issue it is asterisked (\*). Dates given for undated or illegible ones. Note generally improved design over the years.

You will read inside that the first *Christmas Seal* was the idea of a postal clerk in Denmark back in 1904. Before he died in 1927, he had been decorated by kings of three countries in recognition of that simple, but life-saving idea. He had lived to see that *Christmas Seals* made possible the building and operation of sanatoriums in his land—and to know that *Christmas Seals* were being used by forty-five nations to fight a foe common to all mankind.

Sweden, Iceland, Norway, and the U.S.A., were among the first to follow Denmark's successful campaign. Others soon joined in a world fight against the ravages of tuberculosis—and later against other lung diseases. The whole dramatic story is told inside. And there are examples of the *Christmas Seals* of nineteen countries. Regrettably, scores of others must only be listed on the back page.





# France

First year 1925. None issued WWII years, 1940-44.



# Korea

1932 to '40 by Christmas Seal Committee. National TB Assn. began in 1949. Are always colorful, interesting oriental motifs.



# Mexico

First year was 1943. Since early years, all semi-postals. Since 1956, 50 different on sheet.



# Argentina

Among the first countries to issue Seals—1905. All triangulars since 1960.





# Norway

Early one—first seal in 1906 (below).  
Best designs of recent years in bottom row.



# Great Britain

Began 1926. Used USA seals for a while. NAPT (top row) went on after Chest & Heart Association (bottom row) began in 1959.



# Philippines

Early user of Christmas seals (1910).



# Canada

First issued 1927. Through 1956 used many of USA. Since then, many good designs—most 50 to sheet, all-different.





# Denmark

The first Christmas seal (below)—1904. Since '51 sheets of 50 different, most handsome over-all designs.



# New Zealand

Began 1952 (as below). Seals used by Wellington and others.



# Sweden

Another with first year of 1904 (below). Undated through '09. In recent years, some sheets of 50 all different.



# Peru

First issued 1934. As in several South American countries, seals are semi-postals.





## Some happenings that brought about a miracle

The story of the Christmas Seal in America began shortly before the turn of the century when a young doctor was told he had tuberculosis. For centuries this dread disease—known as “consumption” or the “White Plague”—meant almost certain death. Dr. Edward Livingston Trudeau decided to spend his remaining years in quiet and peace in a simple cottage at Lake Saranac in his beloved Adirondack Mountains. He expected to die there.



Dr. Edward Livingston Trudeau

Instead, he began to feel better. Soon it was apparent that his condition was gradually improving. Was rest a major factor, he wondered? Even before he was fully recovered, Dr. Trudeau began to study the relationship between his symptoms and rest. He converted his mountain cottage into a two-patient hospital. When it became apparent that rest helped others to recover, funds were raised to add other buildings and facilities.

The news spread. Other physicians opened small TB “sanitariums” and there were more miraculous recoveries. In 1904, these physicians, their friends and patients formed what is now known as the American Lung Association, the first voluntary health organization established to fight a specific disease. The first president was, appropriately, Dr. Trudeau. The emblem chosen was that of early Crusaders—the red double-barred cross.

## Meanwhile, in Denmark...

## The United States of



← 1907 →





# America

Seals in chronological order and full size except those with multiple motifs in recent years as asterisked (\*) and noted below with dates. Variants are not noted.



Everyone stopped to look. But for the first three days, sales totalled less than \$25 a day. The volunteer workers in the post office lobby began to lose hope. But not Miss Bissell. She reasoned that too few people knew about the Christmas Stamps—and she decided to do something about it. So, she traveled to Philadelphia to ask help from a leading newspaper, *The North American*.



## The power of the press



Leigh Mitchell  
Hodges

The editor she saw was polite, but unimpressed. When he said that the paper could not help, Miss Bissell carried the story to her favorite staff writer, Leigh Mitchell Hodges. Hodges examined the stamps, thought for a few minutes, then ran to the office of the editor-in-chief. Quickly outlining Miss Bissell's plan, he exclaimed,

"How's this for a slogan—STAMP OUT

TUBERCULOSIS!" As a result of Hodges' enthusiasm, the editor offered the entire resources of the paper for the campaign. For the next three weeks, the Christmas Stamp appeared on every page. Then 250,000 more stamps were printed. President Theodore Roosevelt and many members of his cabinet lent their support; and leaders of religious organizations and powerful social groups added theirs. But Miss Bissell and her friends knew they had succeeded when a ragged little newsboy stepped up to the stand in the lobby of the newspaper office, laid down a penny, and said—

"Gimme one,  
m'sister's  
got it"





That same year, a postal clerk named Einar Holboell had an inspiration. Some children dear to him were stricken with tuberculosis. News of the rest treatments in America encouraged him to persuade Danish hospitals to try the same approach. But that would take money. If treatment was to come in time to help his loved ones, funds had to be raised fast!



Einar Holboell



His own daily work with mail and stamps suggested an idea. Holboell thought of a special kind of penny stamp that would call attention to TB—a stamp made available during the season of goodwill to others—*Christmas!* His postmaster supported the idea and suggested it to postal authorities. The proposal eventually reached King Christian, who gave it his personal support. Danish citizens responded enthusiastically. The Swedish and Icelandic peoples learned of their neighbor's plan and began the same program in their own countries. A worldwide crusade was set in motion.

## It was a great year

All this happened in 1904 . . . the birth of a great voluntary health organization, the Danish stamp idea, its adoption in Sweden . . . and *one thing more*: A package bearing the Danish Christmas Stamp was delivered to an influential and well-respected Danish-American writer, Jacob Riis. His eye fell on the special stamp with interest. Tuberculosis had killed six of his brothers. Jacob Riis wrote an article pleading that the Christmas Stamp idea be imported to America by some strong organization which could insure its success.



Jacob Riis

## The spark catches fire

The scene now moves to Delaware where a group of doctors, following Dr. Trudeau's example, had set up a small cottage-hospital on the banks of the Brandywine River. There never



\*1966

\*1961



\*1967







more than \$5,000 was raised in that first *Christmas Seal* appeal. The little hospital on the Brandywine was saved. The national headquarters of the American Red Cross agreed to sponsor a *Christmas Seal* campaign the next year—and the next. Each was a bigger success than the year before.

## Joint efforts begin

\* The stamps were later termed *Christmas Seals* to distinguish them from postage stamps.

Considering their common concern about TB, it's not surprising that the two groups, the volunteer health agency headed by Dr. Trudeau and that of Miss Bissell's seals were soon united . . . urging people to use the *Christmas Seals* and spreading the word about the new rest treatment for TB. Volunteers from both groups helped organize educational programs and hospitals for tuberculosis victims throughout the U.S. In 1910, the Red Cross and the new voluntary organization jointly issued a *Christmas Seal*. The partnership continued until 1920, when the new organization took over. That year, for the first time, the red double-barred cross appeared on the *Christmas Seals*.

Today, modern medicines that have replaced rest as treatment also make it possible to cure tuberculosis. And, to prevent it too. Now, no one need die of TB—and millions of concerned and generous Americans share in this triumph. Ironically, the decline of TB in the U.S. is accompanied by a rise in other lung diseases which are equally as dangerous—and at least as difficult to control.

## The continuing fight

Physicians, volunteer workers, and educational efforts, the same resources that combined so successfully to fight TB, now help the American Lung Association wage a continuing fight against these other lung diseases. More than 200 affiliated *Christmas Seal* associations are at work throughout the U.S. in this massive undertaking.

The *Christmas Seal* people aim to defend the lungs from germs, viruses and fungi which cause diseases that damage and weaken them . . . influenza and pneumonia being familiar examples. They wage a relentless battle against cigarette smoking, the chief villain in emphysema and chronic bronchitis, and against air pollution. The poisoned or polluted air of factories or mines can cause serious occupational ailments—such as “black lung”—and also rank as *Christmas Seal* targets.

Early in this century, Dr. Trudeau and Emily Bissell learned that living conditions and personal habits contributed to the toll from tuberculosis. Similar pressures are at work today.





\*1973

1976 →



07-Emily P. Bissell  
08-Howard Pyle  
09-Carl Wingate  
10-Mrs. Guion Thompson  
11-Anton Rudert  
12-John H. Zeh  
13-Charles J. Budd  
14-15-Benjamin S. Nash  
16,17,22-Thomas M. Cleland  
18-Charles A. Winter  
19,20,35-Ernest Hamlin Baker  
21,24,26,29-George V. Curtis  
23-Rudolph Ruzicka  
25-Robert G. Eberhard  
27,28,30,31-John W. Evans  
32-Edward F. Volkman  
33-Hans Axel Wallen  
34-Herman D. Giesen  
36-Walter I. Sasse  
37-A. Robert Nelson

38-Lloyd Coe (see 46)  
39-Rockwell Kent  
40-Felix Martini  
41,62-Stevan Dohanos  
42-Dale Nichols  
43-50-Andre Dugo  
44-Spence Wildey  
45-Park Phipps  
46-Design: Mary Louise Estes  
Art: Lloyd Coe  
Portraits: Constance L. Naar  
47-Raymond Lufkin  
48-Barry Bart  
49-Herbert M. Meyers  
51-Robert Stephens  
52-Tom Darling  
53-Design: E. Willis Jones  
Art: Elmer Jacobs  
54-Jorgen G. Hansen  
55-Jean Simpson

56,61,66-Mrs. Heide Brandt  
57-Clinton Bradley  
58-Alfred Guerra  
59-Mrs. Katherine LaBruce Rowe  
60-Philip Richard Costigan  
63-Judith Campbell Piusi  
64-Gaetana di Palma  
65-Frede Salomonsen  
67,70-L. Gerald Snyder  
68-William Eisele  
69-Bernice Kochan  
71-James J. Clarke  
72-Linda J. Layman  
73-Cheri Johnson  
74-Rubidoux E. Johnson  
75-American children (54)  
76-Design: Bob Hungerford  
Art: Allan Mardon

The most dramatic example is the relationship between cigarette smoking and emphysema. Emphysema is a progressive disease in which the lungs deteriorate. Medical science does not know precisely how the body's chemistry causes this to happen—but cigarette smoking is a major cause. It's known, too, that smoking combined with other breathing hazards, including air pollution, enhances the risk of developing emphysema—for which there is no cure. But it can be *prevented*, and *Christmas Seal* associations are dedicated to that task.

More than a million Americans suffer from emphysema. Add those afflicted with chronic bronchitis and asthma and the total for chronic lung diseases is a staggering 15 million of our fellow citizens. The costs are staggering too . . . \$12 to 16 billion dollars a year in medical care and personal expenses . . . \$400 million annually in Social Security disability payments. Although deaths from emphysema have just about doubled every five years since 1950—and the figures are frightening—the real tragedy lies in the value of life and happiness destroyed when emphysema is present. Those costs are incalculable.

## The "Christmas Seal" people

Through the years of change and progress in the battle against TB and other lung diseases, one familiar symbol stands out as a strong link—the *double-barred cross*. A registered "trademark" since 1920, it not only identifies the year-round work of the American Lung Association and its affiliated associations, but is featured each year on the *Christmas Seals*. Distributed annually to more than 60 million homes, businesses, and organizations, *Christmas Seals* are part of our holiday tradition. They carry the promise that the other major diseases of the lungs will be attacked with the same vigor and determination that tamed TB.

Spurred by continued support from our citizens, we move forward confident of significant new successes.



*It's a matter of life and breath*





seemed to be quite enough money—and in 1907, for lack of just \$300 in funds, closing seemed inevitable unless a miracle happened. And something of a miracle *did* occur. One of the doctors, Joseph Wales, appealed to his cousin, Miss Emily Bissell in Wilmington, who was active in the Red Cross and had experience in fund raising. And—she received his letter shortly after reading a reprinting of Jacob Riis' article! *What if the same penny-stamp idea could work right here in this country!?* Miss Bissell went into action! She took the idea to her associates at the Red Cross and they agreed to let her use the Red Cross symbol on the stamp. She then asked the local postmaster if he would help in selling them. Since the Christmas Stamp was not a government issue, the post office could not promote it. Privately, postal officials doubted that selling penny stamps could raise \$300. But they agreed to let the energetic young woman put up a stand in the post office lobby to sell her Christmas stamps.



Emily Bissell

## It took imagination

Miss Bissell designed the little stamp herself—a holly wreath with the words *Merry Christmas* printed in red. Friends helped her get 50,000 of the little stamps printed—along with 2,000 small envelopes to hold 25 stamps each—the envelopes displaying this message:

**25 Christmas Stamps, one penny apiece, issued by the Delaware Red Cross to stamp out the White Plague.**



**Put this stamp with message bright  
On every Christmas letter;  
Help the tuberculosis fight,  
And make the New Year better.**

**These stamps do not carry any kind of mail but any  
kind of mail will carry them.**



Those asterisked are shown in three-quarter size. Full sheets of 1970, 1975 and 1976 are shown in one-third size.



\*1974

← 1970



← 1975



## About the creating of Christmas Seals

What makes a good Christmas Seal? Concept, subject, color, motif, and pattern—plus the artist's rendering. Those who created them range from famous to unknowns—so here, for the record and your perusal, are the names of the men and women who have brightened many Christmastime mailings:

AMERICAN